Outreach Goals

- Consistency with the TPA’s adopted plans:
  - Public Participation Plan (PPP)
  - Limited English Proficiency (LEP) Plan
  - Title VI and ADA Nondiscrimination Policy & Plan

- Lessons learned from outreach conducted for the 2040 LRTP

- Promote 2045 LRTP presentations at TPA Governing Board and advisory committee meetings

- Use the TPA website, e-newsletters, social media platforms and presentations to promote outreach
Messaging

- Reduce public focus on the year 2045
- Regional video
  - Created by the Public Participation Subcommittee of the Southeast Florida Transportation Council
  - Produced by consultants for the Regional Transportation Plan
  - Designed to support outreach for the Regional Transportation Plan and for the local Long Range Transportation Plans in the 3 counties
What are the survey goals and targets?

- Palm Beach County population: 1.47 million

- Goal was to secure a statistically significant number of completed surveys
  - 1,000 for a 97% confidence interval, 3% margin of error
  - 2,000 for a 98% confidence interval, 2% margin of error
  - 200 to represent the 1.8% transit commuters via intercepts

- To ensure that broad sections of the community were reached through intercepts at diverse locations

- Online based survey

- English and Spanish translated surveys

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1 US Census Bureau Estimate July 1, 2017
2 Industry standard confidence interval is 95%-97%
Survey Team Experts

Kimley-Horn and Associates, Inc.
- Overall project management, input on survey instrument, data collection support, data analysis services, participation in reporting and results presentation.

Holt Communications, Inc.
- Project management, input on survey instrument, data collection, planning and facilitation of intercepts, reporting and results presentation.

FIU Metropolitan Center
- Survey instrument design, hosting survey platform, data collection - survey distribution to 100,000 email addresses in Palm Beach County, data analysis and reporting. Notable completed surveys previously conducted: City of Doral Economic Analysis; Status of Women in Miami-Dade County: Economic Development; Miami Soul of the Community Indicator Study; MPO Awareness Study, Palm Beach and Martin Counties; Affordable Rental Housing Needs Assessment, City of Pompano Beach Economic Restructuring Survey
Where did the survey questions come from?

- 2040 LRTP survey used five years ago
- Planners from the TPA and Kimley-Horn were asked about the types of survey data that would best influence the 2045 LRTP
- Regional Public Participation Subcommittee agreed on standardized questions regarding travel between Palm Beach, Broward and Miami-Dade counties for development of a Regional Transportation Plan
- Numerous tweaks were made on the advice of the FIU survey professionals and after initial public feedback
Methods of Data Collection

- Email blast to over 100,000 residents of Palm Beach County
  - Weekly follow-up to drive participation
- Posted on TPA Website with links to the survey
- Intercept Surveys
  - Special events, transit locations and community locations
  - Utilized printed and iPad surveys
- Outreach to major corporations, chambers, partner agencies and community groups
  - Requests that they provide the survey link to their staff and members
How is the survey being promoted?

- Promoted by the TPA website, e-newsletters, social media platforms
- Emails to local governments and the business community
- News coverage in local media including the Palm Beach Post
Intercept Events

Intercept surveys were conducted August 5 - September 17 in various locations with the emphasis on diversity and reaching underserved communities

- Dump the Pump events at Tri-Rail stations - Boca Raton and West Palm Beach
- SunFest/ DDA Bike Valet - West Palm Beach
- Back to School Events - Jupiter, Greenacres and Delray Beach
- Brightline Train Station - West Palm Beach
- GIS Expo - PB County Convention Center
- VA Medical Center - Riviera Beach
- PB County Governmental Center - WPB
- Royal Palm Beach Library
- North County Senior Center - PB Gardens
- Palm Beach State College - Belle Glade
- Tri Rail station - Boca Raton
- Palm Tran - West Palm Beach Multimodal Transit Hub
Back to School Bash events
Jupiter, Greenacres and Delray Beach
August 5
Results: 117 Surveys Completed

Sponsored by the Palm Beach County Board of County Commissioners / Office of Community Revitalization (OCR);
Friends of Foster Children and community partners
GIS Expo
Palm Beach County Convention Center
August 23 & 24
Results: 89 Surveys Completed
VA Medical Center
Riviera Beach
August 27
Results: 46 Surveys Completed
Palm Beach County Governmental Center
Primary Election Day
West Palm Beach
August 28
Results: 21 Surveys Completed
North County Senior Center
Palm Beach Gardens
August 30
Results: 30 Surveys Completed
Palm Beach State College
Belle Glade
September 5
Results: 39 Surveys Completed
Timeline

Summary Schedule

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Note: Adoption must occur by October 2019
How will survey feedback be used?

- Influence the desires plan and the cost feasible list of projects
- Final survey data and analysis to be provided in a summary report prepared by FIU to be provided as an LRTP appendix
- Infographic will be produced to present survey results in a snapshot
Draft Survey Responses Infographic
How can CAC members assist?

- Take the survey by going to PalmBeachTPA.org/participate
- Share the survey link!
  - Family
  - Friends
  - Civic organizations
  - Neighborhood associations
  - Ask to have the survey link included in local newsletters
Comments or Questions

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Public Relations Manager
Title VI & ADA Officer

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